

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

February 15, 1946

No. 150

THE WAR AGAINST STARVATION. . . . It is being pointed out that the most important time for telling the story summarized in the President's 9-point food program is from now until May 1 but that the wheat shortage will continue until at least after the next harvest. Much progress in the war against starvation is evident in the information field. Cooperating government agencies and other groups have planned or have already accomplished the following in the campaign:

The State Department is preparing stories and picture shorts on the need for food and the action to be taken which will appear in newspapers, magazines, and feature syndicates. That Department is also preparing a summary of what other countries are doing to help, copies of which will be available soon. National advertisers, in cooperation with the Advertising Council, will carry the food message in advertising and sales promotion materials.

Secretary Anderson and other high ranking government officials will be heard on the radio from time to time on the food situation, and various radio messages are being arranged through OWMR and The Advertising Council. A transcription was cut this week by USDA's Radio Service for the Mississippi Valley Network entitled "The Why and Wherefore of the Food Crisis." The Department's three regular radio programs featured a message on the crisis February 9. Secretary Anderson's newsreel on the subject was mentioned in last week's Calendar.

On February 12, Secretary Anderson spoke to a group of leading advertisers on their part in the war against starvation. Citizens' organizations are being furnished the latest information. Various published materials on the food situation, some of which have been noted separately in the Calendar, are listed in the summary statement entitled "Food Conservation and Peace," available from the Office of Information.

* * * * *

"THE WORLD FOOD SITUATION - 1946", a report just released by OFAR, covers in some 200 pages the food supply and outlook in most countries of the world, by major commodities. The main causes for the present world food crisis according to this report are: (1) 1945 world food production was 12 percent per person below pre-war, (2) most of this reduction was in countries normally dependent on imports, and (3) distribution has been disrupted in the wartorn nations. Some important phases of the report are contained in Press Release 277. A limited supply of the complete report is available in OFAR to which agency requests should be addressed.

* * * * *

ABOUT USDA COUNCILS. . . . A set of 30 questions and answers on USDA Councils was prepared recently. Copies of this 7-page piece may be obtained from the Office of Information.

* * * * *

ADVERTISERS AND THE FOOD CRISIS. . . . Secretary Anderson told a group of leading advertisers called together at the White House February 12, that for every million tons of wheat on schedule which does not reach Europe, 20 million people will be without bread for six months and that bread is the main part of their diet. He told the advertisers that the President's program to save food requires the same kind of support from them as they gave so generously and effectively on wartime campaigns. He said that The Advertising Council has agreed to lend its support in appointing a task force. "Advertisers demonstrated their patriotism and ability to cooperate with government to help win the war," the Secretary declared, "they now have opportunity to help win the peace. By cooperating in this program they will not only help to save human lives and render a genuine public service, but will have an opportunity to profit in their own long-time interests. There is nothing like a shortage to call attention to the nutritional value of a particular food."

* * * * *

USDA RELEASES OF SPECIAL INTEREST. . . . World citrus production sets record--267; USDA buys 6,400,000 pounds of dried whole eggs--268; World rice production drops 10 percent--274; Report on world food situation (OFAR)--277; Pork set-aside reinstated, lard set-aside increased--279; The nutritional value of 80 percent flour--282; Soybean oil to Greece in exchange for olive oil--292; Grain used for alcohol cut one third--294; USDA meat board report--302; Tests show 2,4D has no ill effects on animals--307; Ways to be thrifty with bread--324; USDA commodity inventory report as of December 31--327; Delicious apples removed from set-aside order (WFO-143)--331; Housewives asked not to hoard flour--warned of spoilage danger--332.

* * * * *

OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . . Ceilings on fruits and vegetables shipped by air extended through 6/30/46--OPA-T-4181; Increased ceilings for castor oil and castor bean products--OPA-T-4173; Adjustment provisions made to help keep consumers' fluid cream prices down--OPA-T-4186; Spare stamps in War Ration Book 4 will be designated as sugar stamps from time to time--housewives advised to keep the book--OPA-6245.

* * * * *

FIFTH REPORT OF OWMR. . . . Contents of the recently issued 5th Report of the Director of War Mobilization and Reconversion are summarized under these main headings: Toward Full Employment, Battle for Production, The Race Against Inflation, The Long Run Problem, Some Problems of Major Industries in 1946, Progress in Reconversion, Freeing Business of Controls, Reconversion Policies, Liquidating the War, and Operations of the Advisory Board.

* * * * *

SUMMARY OF FOOD PROGRAM. . . . A summary statement of the President's 9-point food program called "Food Conservation for Peace" is being distributed this week. Copies of this 4-page piece are available in the Office of Information.

* * * * *

AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . Feb. 7, the House received appropriation estimates for the agricultural yearbook, the National Arboretum, and BE&PQ. Feb. 8, the Senate passed a bill to increase penalties for over-quota tobacco and to authorize reduction in tobacco quotas (ready for the President); the Senate agreed to the conference report on the modified full employment bill (ready for the President). Feb. 12, the House agreed to a Senate amendment to the appropriation recisions bill which

is the same as the recently vetoed bill so far as USDA is concerned (ready for the President); the House public lands committee reported a bill to give Interior Department jurisdiction over certain "O & C" forestry lands; the House appropriations committee reported the Treasury-Post Office appropriation bill and in the report questioned the value of the penalty mail law. Feb. 13, the Senate food committee submitted a report on buying, selling, and handling of grain.

* * * * *

NATIONAL 4-H CLUB WEEK. . . . A fact sheet prepared especially for National 4-H Club Week, March 2 to 10, gives the purposes of the week as follows: (1) Focus attention of all on what the 1,700,000 boys and girls in the 4-H Clubs are doing and can do to build better homes and better communities, (2) Lead all 4-H Club members to rededicate themselves to do everything possible to help during this critical adjustment period, and (3) Encourage other boys and girls to volunteer, join in, and help. The 4-H members have set for themselves 10 "Win-the-Peace" goals; last year their slogan was "Dig in for Victory." Copies of the fact sheet can be obtained from the Office of Information

* * * * *

TIMELY FARM TOPICS (TRANSCRIPTIONS). . . . "Farm Hands Across the Sea", discussion of the work of UNRRA, and the contribution of American food for overseas relief. With Edward Henson, director of the Agricultural Division of the United Nations Relief and Rehabilitation Administration, and John Baker, USDA Radio Director; other side of platter, "Ten Years of Poultry Improvement," national poultry improvement plan. Discussion between Paul Zumbro, ARA, and John Baker.

* * * * *

SUGGESTION! Tear off the radio schedule below and keep it handy for ready reference next Saturday--

* * * * *

RADIO - FEBRUARY 23. . . . NATIONAL FARM AND HOME HOUR--Farmers hear summary of week's news developments in the USDA, in the five-minute feature entitled "Department of Agriculture Headlines."

CONSUMER TIME--The story of the work of UNRRA. Pick-up from Rome, with Max Jordon, NBC foreign correspondent, interviewing UNRRA officials in Italy, and some of the Italians who have received aid. From Washington, Roy Hendrickson, deputy director of UNRRA, will tell of relief work being done in the Orient and in other parts of the world. General picture of conditions in war-devastated countries.

AMERICAN FARMER--Featuring the USDA weekly report for farmers, "The Business Side of Farming."

* * * * *

SOME 1946 EVENTS marked for Extension information support are:

March 2-10, National 4-H Club Week.

March-May, Spring Clean-up Week at various times in different States.

May 26, 4-H Club Sunday.

June, National 4-H Club Camp, Washington, D. C., exact dates to be announced later.

July 21-27, National Farm Safety Week

October 6-12, National Fire Prevention Week

November 2-10, National 4-H Achievement Week

December 1-5, National 4-H Congress

Also, there will be a National Home Demonstration Week, tentatively set for sometime in May. This is being done at the recommendation of farm women's groups.

ANNUAL SCS REPORT. . . . The "tremendous job to be done" in soil conservation is stressed by H. H. Bennett, Chief of SCS, in his 1945 report to Secretary Anderson. Although some of it is necessary because of record-breaking farm production during the war and the unavoidable neglect of the soil, 200 years of careless farming before World War II must also be healed, according to this report. The information and education job in SCS is explained and the fact that American people, urban as well as rural, are very much interested in conserving our national resources of soil and water.

* * * * *

FCIC REPORT. . . . Nearly 200,000 farms had crop insurance protection in 1945 according to the annual report of FCIC. The Corporation insured spring-planted crops of wheat, flax, and cotton on a Nation-wide basis last year and corn and tobacco on a trial basis in a limited number of counties. An amendment to the Federal Crop Insurance Act in December 1944 placed FCIC in active operation again. The 1945 report emphasizes the changes brought about by this legislation.

* * * * *

EAT MORE POULTRY. . . . Consumers in the Northeast, East, and South can help save grain for starving people and aid in solving the problem of temporary oversupply of poultry in these sections by eating more broilers and fryers, according to a fact sheet just released. Copies are available in the Office of Information.

* * * * *

PLENTIFUL FOODS. . . . Frying chickens, turkeys (heavy toms), eggs, oatmeal, and processed citrus products are expected to be plentiful throughout the country during March. Fresh citrus fruits and potatoes, while abundant in producing areas, may not reach retail markets in quantity because of the shortage of refrigerator cars which has caused the curtailing of shipments of fresh produce. Supplies of the plentiful foods listed may be expected to vary in local markets.

* * * * *

AN EGG FACT SHEET for consumers and one for producers will be distributed within the next week. The Department bulletin "Egg Dishes for Any Meal," AWI-89, will be attached to the 2-page consumer sheet. These are the usual fact sheets distributed at the seasonal period when eggs are abundant. Copies from the Office of Information.

* * * * *

